



FBLA Desktop Publishing

Production Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Output effectively meets goals of the project	0	1–5	6–10	11–15	
Content appropriately addresses the intended target audience	0	1–3	4–7	8–10	
All pieces show a cohesive tie to one another	0	1-2	3-4	5	
Clear connection to theme throughout materials	0	1–3	4–7	8–10	
Included all information required in project instruction	0	1–3	4–7	8–10	
Use of Software Features					
Appropriate font selection and application (including size, spacing, type, etc.)	0	1-2	3-4	5	
Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.)	0	1-2	3-4	5	
Appropriate use of technology to enhance design and accomplish project goals	0	1–3	4–7	8–10	
Layout					
Effective use of margins, columns, and white space	0	1-2	3-4	5	
Appropriate selection, placement, and manipulation of graphics	0	1-2	3-4	5	
Applied appropriate alignment, text wrapping, indenting, and bullets	0	1-2	3-4	5	
Overall design impact is appealing and relates to target audience	0	1–5	6–10	11–15	
Subtotal					/100 max.
Time Penalty Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error (maximum of twenty [20] points)					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Production _____ Points * (85%)					/85 max.
Objective Test _____ Points * (15%)					/15 max.
Final Score (Production 85% and Objective Test 15%)					/100 max.

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's Comments: